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State of Utah
DEPARTMENT OF COMMERCE
Office of Consumer Services

MICHELE BECK
Director

To: Public Service Commission

From: Office of Consumer Services
Michele Beck, Director
Gavin Mangelson, Utility Analyst

Date: January 4, 2016

Subject: Docket 15-035-83

In the Matter of: the Request of Rocky Mountain Power for Approval of its Seventh-Year Action Plan and Budget for the Strategic Communications and Outreach Plan for Demand Side Management

On December 3, 2015 Rocky Mountain Power Company (Company) filed with the Public Service Commission (Commission) a budget and description of its Utah Demand-Side Management (DSM) Marketing Plan; referred to by the Company as Strategic Communications and Outreach (Plan). The Commission subsequently posted a Notice of Filing and Comment Period.

The Office of Consumer Services (Office) is a member of the Company's DSM Steering Committee that meets to discuss the Company's plans and strategies relating to its DSM programs. A draft of the Plan was provided to members of the Steering Committee for review prior to filing. At that time the Office requested some supplemental information.

The Office requested additional detail explaining the specifics of the MSI benchmarking study, the proposed initiative to "optimize the website", and more information regarding the digital pre-roll ads. The Company provided the requested detail, and although the Office would prefer these greater details be included in the filing, the responses provided sufficient explanations regarding these elements.

Regarding the proposed "Business Open Door Tour" (Page 9 of the Plan), the Office requested the plan or agenda of the tour; including the types of businesses to be toured, and more importantly the efficiency measures that will be showcased. The

Company indicated that the specific agenda with exact business types and measures had not yet been determined; but that the tour would likely feature measures related to lighting and HVAC, and that the businesses would be small to medium sized. The Office supports the concept of the proposed business tour; it may be an effective way to encourage business owners to become more educated about effective efficiency measures. However, the Office is concerned any time a request is made for Commission approval of something that has yet to be developed into the necessary specifics. The Office's concerns notwithstanding, we are willing to support the Company's request provided that the agenda of the Business Open Door Tour be presented to the DSM Steering Committee for review and input prior to implementation.

The Office recommends that the Commission approve the Company's plan and budget for its seventh year DSM Strategic Communications and Outreach.

Copies To: Rocky Mountain Power
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Division of Public Utilities
Chris Parker, Director
Artie Powell, Energy Section Manager